Lamar University Undergraduate Degree Requirements

<table>
<thead>
<tr>
<th>Name of Degree:</th>
<th>BS Communication-Corporate</th>
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All students must satisfy provisions of the Texas Success Initiative program, which are listed elsewhere in this catalog. Developmental courses do not count in the GPA (except for determining full-time status and issues related to probation and suspension) and do not count toward graduation.

| I. Special Requirements within the Philosophy of Knowledge Core Curriculum and Physical Activity: | Communication: COMM 1315—Public Speaking  
Social Science: PSYC 2301—Intro to Psychology (unless a transfer student) |
|-------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| 2. Required Courses for major                                                                  | COMM 1370—Intro to Communication Studies  
COMM 1307—Introduction to Mass Communication  
COMM 1373—Media Writing  
COMM 1318—Interpersonal Communication  
COMM 4340—Organizational Communication or COMM 4390 Communication Theory  
Choose 2 of the following:  
COMM 2335—Argumentation & Critical Thinking  
COMM 2331—Broadcast Announcing  
COMM 2341—Performance Studies  
COMM 2373—Advanced Public Speaking  
COMM 3340—Interviewing  
COMM 3385—TV News Writing & Performing  
Choose 3 of the following:  
COMM 3375—Film Theory  
COMM 4310—Communication Law & Ethics  
COMM 4383—Persuasion  
COMM 4390—Communication Theory  
COMM 3301—Intercultural Communication  
COMM 4340—Organizational Communication  
COMM 3370—Psychology of TV & Film  
COMM 3378—Pop Culture Theory |
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>COMM 4301</td>
<td>Rhetorical Theory &amp; Criticism</td>
</tr>
<tr>
<td>COMM 4320</td>
<td>Nonverbal Communication</td>
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**Take all of the following:**
- COMM 3360 — Public Relations
- COMM 3361 — Desktop Publishing
- COMM 3390 — Conflict Management & Small Group Communication

**Choose 1 of the following:**
- COMM 4341 — Human Resources Interviewing
- COMM 4350 — Corporate Training & Development

**Choose 2 of the following:**
- COMM 2311 — News Reporting
- COMM 4370 — Issues Management
- COMM 2371 — Advertising Principles & Practices
- COMM 3365 — Corporate Video Production

<table>
<thead>
<tr>
<th>Section</th>
<th>Requirement</th>
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<tbody>
<tr>
<td>3. Free Electives</td>
<td>24 hours</td>
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<tr>
<td>4. Other requirements</td>
<td>C or higher in all major courses</td>
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<tr>
<td>5. Minor</td>
<td>Not required</td>
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<tr>
<td>TOTAL number of required hours</td>
<td>120 hours</td>
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5/2/2011